LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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No contest in K.C.

There's only one cigarette that tastes so good it's the number one ultra light in Kansas City. Merit.

Enriched Flavor,™ ultra low tar. A solution with Merit.

Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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Kings: 5 mg "tar," 0.5 mg nicotine av per cigarette by FTC method.

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